



Hapello Sensory Roller

Aspect	Details
Images	
PSD Number	2503-0099
Product Type	Toys – Sensory roller
Product Identifiers	Brand: Hapello (Asda) Barcode: 5063089161708 Affected batch codes: #34, #35, #36, #37 & #39 – located as shown above Sales period: June 2023 to September 2025
Product Description	A multicoloured sensory roller with various removable shapes.
Country of Origin	Unknown
Counterfeit	No
Risk Level	High
Risk Type	Choking
Risk Description	The product presents a high risk of choking due to the potential release of a small piece of plastic lodged in the toy during the manufacturing process. If a young child accessed this small piece of plastic, they may put it in their mouth and choke. The affected batch of the product does not meet the requirements of the Toys (Safety) Regulations 2011.
Corrective Measures	The product has been recalled from end users by Asda. Consumers who have purchased the sensory roller should stop using it immediately and return it to their nearest Asda store for a full refund. Consumers with queries should contact the Asda Customer Relations Team on 0800 952 0101. For further details please access the Asda recall page at the following link: https://corporate.asda.com/product-recall-hapello-sensory-roller .
Online Marketplace	N/A
Notifier	Local Authority Trading Standards